AMENDMENT TO THE CLAIMS

Claims 1-19 (Canceled)

20. (Currently Amended) A method of coating activated carbon, the method comprising:

combining a masking agent comprising mineral particles and a binding agent comprising a silicone compound to form a coating liquor including at least 20% solids and 5% to 95% by weight of the masking agent;

introducing the activated carbon into a coating chamber of a coating apparatus;

introducing a gaseous flow into the coating chamber;

fluidizing the activated carbon with the gaseous flow;

spraying the coating liquor into the coating chamber;

coating the activated carbon with the coating liquor; and

curing the coating liquor to form a substantially water insoluble coating material comprising an add-on level of at least about ~~5%~~ 10%, wherein the coated activated carbon has a Relative Adsorption Efficiency with respect to at least one odoriferous agent of at least 70%, the odoriferous agent being selected from a group comprising ammonia, triethylamine, trimethylamine, dimethyldisulphide, and isovaleric acid.

21. (Previously Presented) The method of Claim 20, wherein the masking agent comprises at least one mineral selected from the group consisting of titanium dioxide, silica, alumina, calcium carbonate, calcium sulfate, calcium bicarbonate, mica, zinc oxide, magnesium oxide, and zirconium oxide.

22. (Canceled)

23. (Currently Amended) The method of Claim [[1]] 20, wherein the coated activated carbon has a Relative Adsorption Efficiency with respect to the at least one odoriferous agent of at least 90%.

24. (New) A method for producing coated activated carbon material, comprising:

providing activated carbon material;

combining a binding agent comprising a silicone compound and a masking agent selected from the group consisting of titanium dioxide, silica, alumina, calcium carbonate, calcium sulfate, calcium bicarbonate, mica, zinc oxide, magnesium oxide, zirconium oxide, and combinations thereof in a coating liquor including at least 20% solids and 5% to 95% by weight of the masking agent;

coating the activated carbon material with the coating liquor;

curing the coating liquor to form a substantially water insoluble coating material on the activated carbon material comprising an add-on level of at least 10%,

the coated activated carbon having a Relative Adsorption Efficiency with respect to at least one odoriferous agent of at least 70%, the odoriferous agent being selected from a group consisting of ammonia, triethylamine, trimethylamine, dimethyldisulphide, and isovaleric acid.

25. (New) The method of Claim 24, wherein the binding agent has a Shore A hardness of less than about 70.

26. (New) The method of Claim 24, wherein the binding agent is elastomeric.

27. (New) The method of Claim 24, wherein coating comprises fluidizing the activated carbon material.

28. (New) The method of Claim 24, wherein the coating liquor is cured at room temperature.

29. (New) The method of Claim 24, wherein the coating liquor comprises a catalyst.

30. (New) The method of Claim 24, wherein the coating liquor comprises an aqueous emulsion.

31. (New) The method of Claim 24, wherein curing comprises drying the coating liquor.

32. (New) The method of Claim 24, wherein curing comprises applying energy to the coating liquor in the form of at least one of infrared energy, heated gas, microwave radiation, and radiofrequency energy, wherein the temperature of the coating liquor is brought to at least 100°C.

33. (New) The method of Claim 24, wherein the pigment has an absolute HunterLab "a" value or absolute HunterLab "b" value greater than 10.

34. (New) A method of coating activated carbon, the method comprising:

providing activated carbon material;

coating the activated carbon material with a coating liquor including a masking agent comprising an organo-metalic ester masking agent;

curing the coating liquor including reacting the organo-metallic ester to form a substantially water insoluble coating material comprising an add-on level of at least about 10%;

wherein the coated activated carbon has a Relative Adsorption Efficiency with respect to at least one odoriferous agent of at least 70%, the odoriferous agent being selected from a group comprising ammonia, triethylamine, trimethylamine, dimethyldisulphide, and isovaleric acid.

35. (New) The method of Claim 34, wherein the organo-metalic ester comprises an alcoxide.

36. (New) The method of Claim 34, wherein the organo-metalic ester comprises titanium or zirconium.